

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of : Flake, et al.  
Serial No. : 10/625,082  
Filed : July 22, 2003  
For : TERM-BASED CONCEPT MARKET  
Group Art Unit : 3691  
Examiner : Debra F. Charles

Mail Stop: Amendments  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

RESPONSE TO OFFICE ACTION

This paper is being submitted in response to the non-final Office Action dated November 28, 2006, which was received in connection with the above-referenced application and in which:

**Remarks** begin on page 2.